

Books—Authors

Publication Partnership

Simon and Schuster and The Interpublic Group of Companies will cooperate on publishing of books on advertising, marketing, and other phases of business. The Interpublic group includes 12 advertising agencies and services for research, sales promotion, publicity and public relations, with 7,800 employees in 40 countries. The first book scheduled for publication is a study of sales communications techniques by Frank A. Armstrong, executive vice president of McCann-Erickson, Inc.

U.N. Warrior *

"Stig von Bayer: International Troubleshooter for Peace," by Edward Hymoff, will be issued by Heineman on Nov. 16. The book deals with a Swedish Army Captain who was one of the most decorated members of the United Nations peacekeeping forces that served in the Congo.